

Exhibit 35



News

Bridgestone to Increase Consumer Tire Prices in U.S., Canada



By **Brian Coote**



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Bridgestone will increase prices across its portfolio of consumer tires sold in the U.S and Canada to take effect July 1. The company says this price adjustment is a necessary step as Bridgestone continues to navigate current market dynamics.

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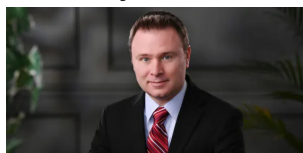


Price increases of up to 10% will impact Bridgestone, Firestone and Fuzion passenger, light truck and motorcycle tires. Price adjustments will be made at the pattern and article levels and may vary based on channel, the company says. Members of the Bridgestone Consumer Tire sales teams are contacting customers directly to provide more detailed information about the changes.

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By **Christian Hinton**

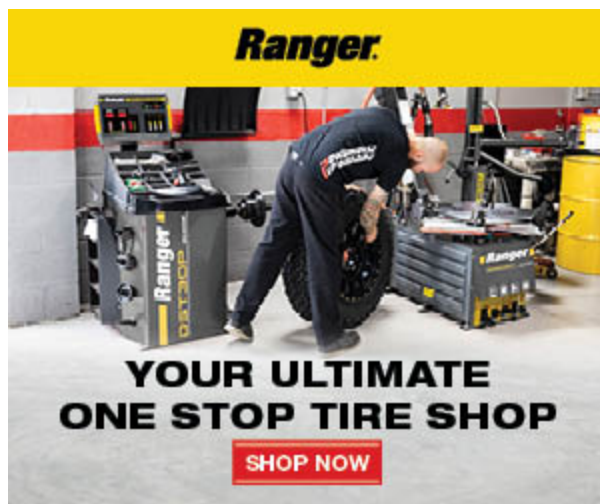
Published: March 8, 2024



For an average consumer, a tire shop or dealership is probably a facility with multiple technicians, lifts and tire service equipment; they may even think of a specific shop with multiple service bays and locations.

While these things may sound like characteristics of a “normal” tire shop or dealership, Roger's Tire Service, does things a bit differently. That all starts with the owner, Roger Pitchford. Your first hint could be the fact that Roger, a tire industry veteran with over 35 years of experience, opened a shop in under three weeks in 2021.

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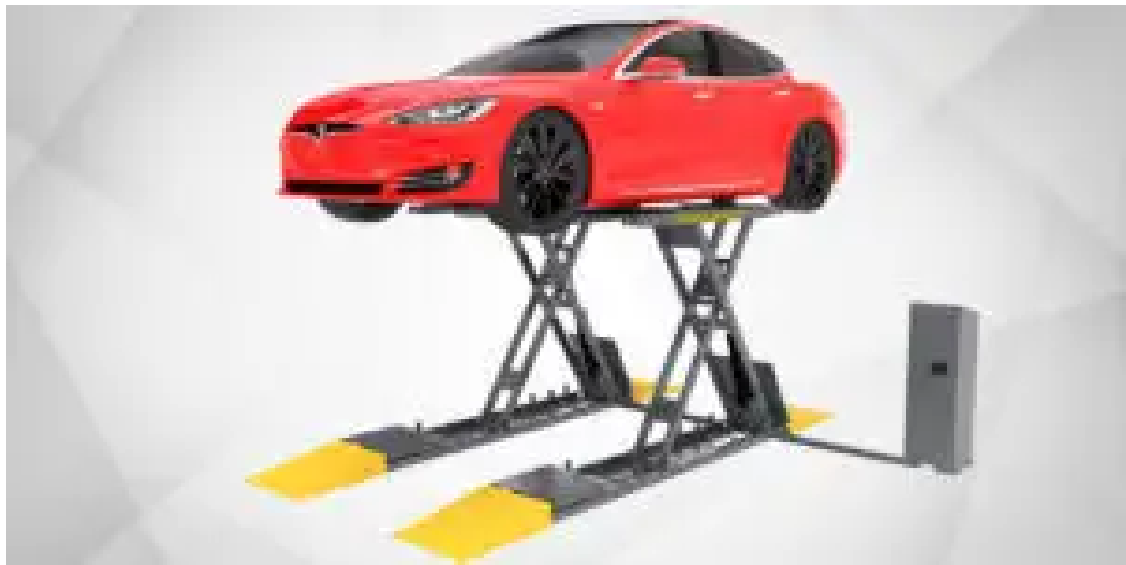


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Yokohama joins non-profit promoting standardization, access to tire data

As a GDSO member, Yokohama Rubber said it will comply with industry standards promoting individual tire identification management.

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BendPak enters distribution partnership with Expert Automotive Equipment

Expert Automotive Equipment will distribute a range of BendPak products, including car lifts, tire changers and wheel balancers.

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